Archie COMICS

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ARCHIE'S PAL

Jughead®

COMICS

WHEN DID JUGHEAD BECOME SUCH A *STUNTSTER?*

RIGHT AFTER REGGIE *SUPERGLUED* HIS SNEAKERS!

REX W. LINDSEY

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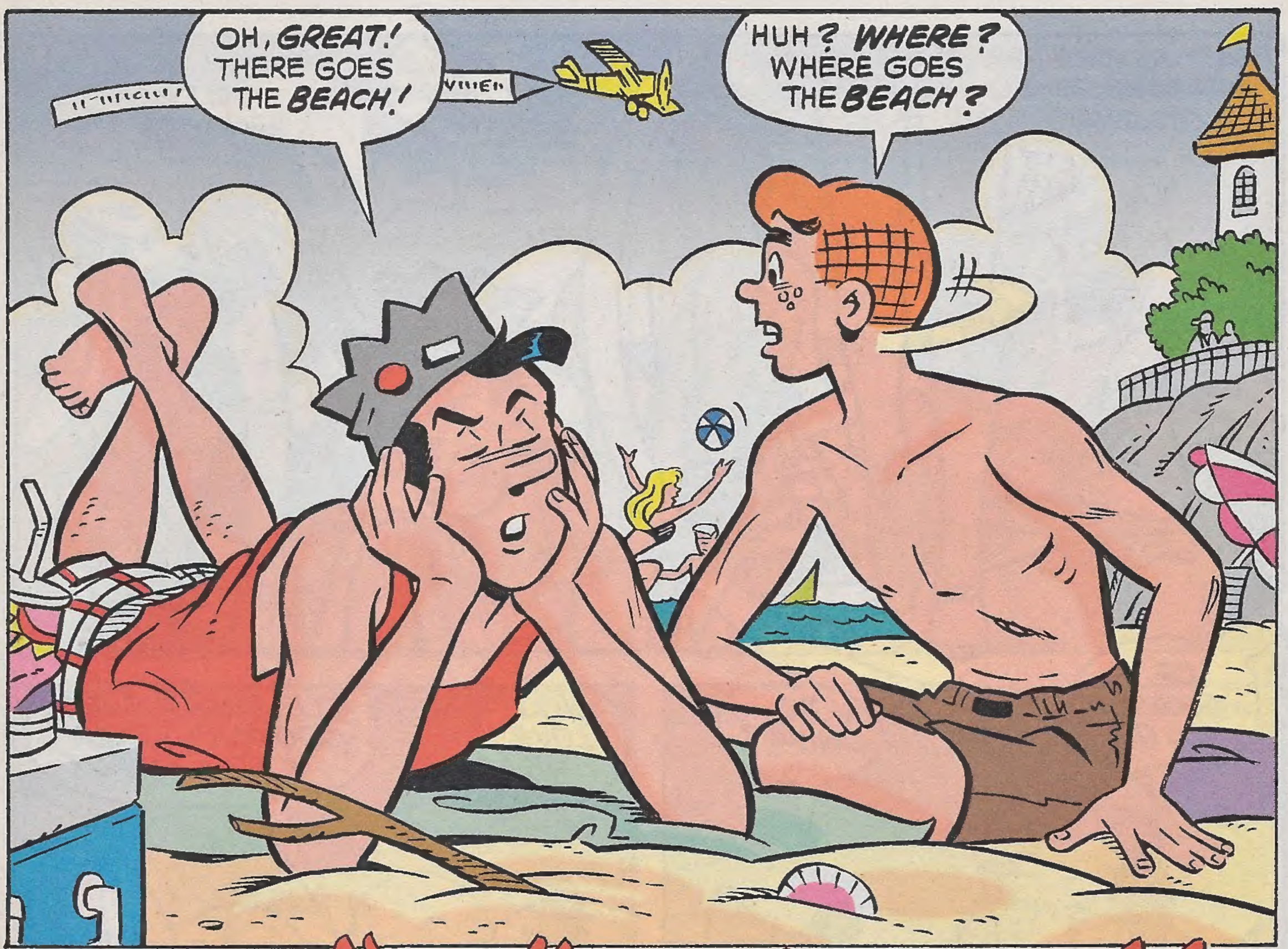
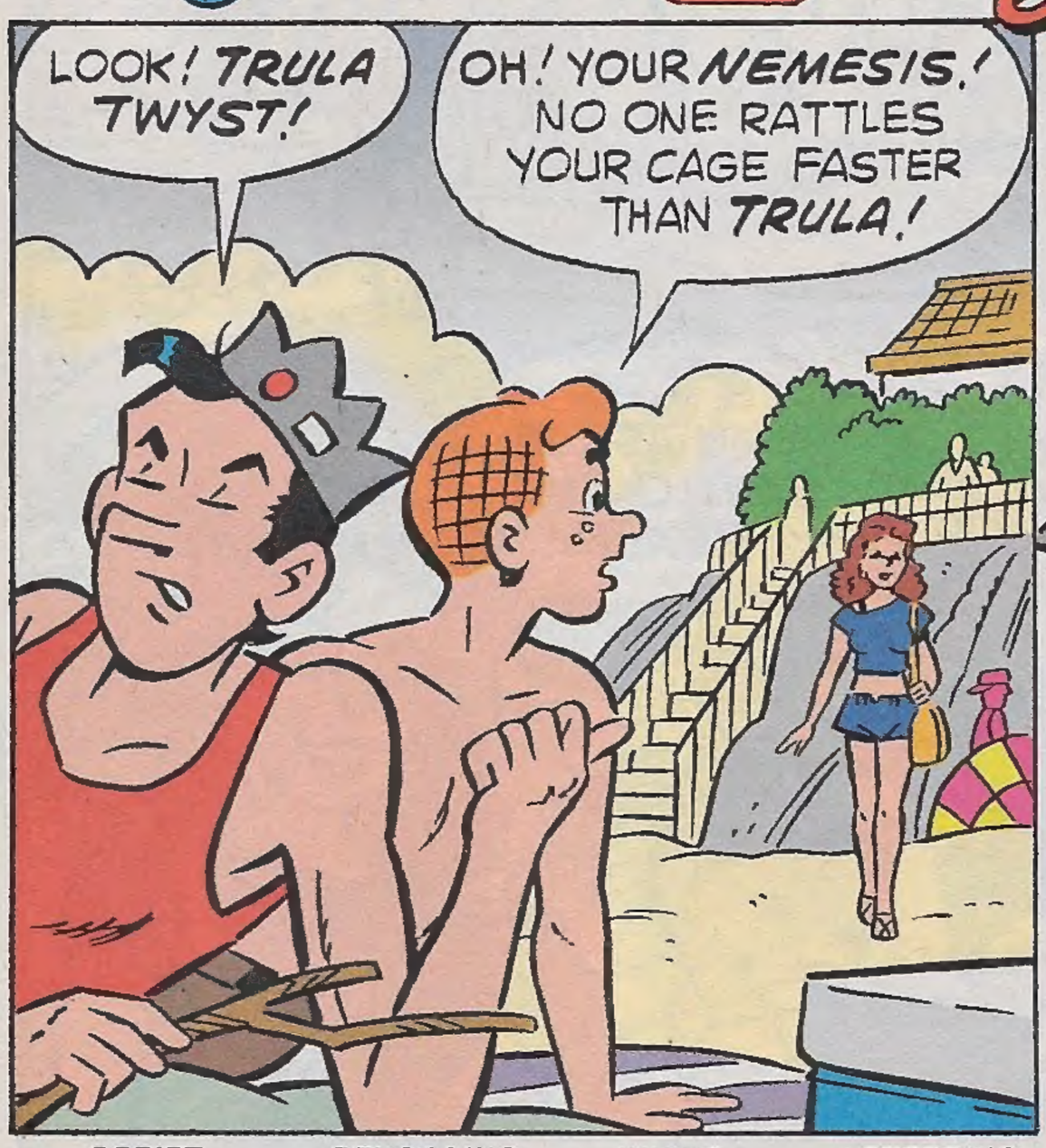


Jughead "T" is for Trouble



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CRAIG BOLDMAN	REX LINDSEY	RUDY LAPICK	BILL YOSHIDA	BARRY GROSSMAN	VICTOR GORELICK	RICHARD GOLDWATER

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PSST! *IGNORE* HER AND MAYBE SHE'LL GO *AWAY!*

7

OF COURSE YOU *DO!*

DO WHAT?

YOU *LOVE* ME!

SEE, ARCH? SHE'S *GOOFY.* I NEVER SAID A *WORD!*

YOU *DON'T* HAVE TO! I KNOW WHAT YOU'RE *THINKING!*

SO YOU *THINK!*

IT'S AS PLAIN AS THE *SAND* ON THE *BEACH!*

HUH?

EEK! NO! NO! THAT'S JUST *RANDOM* CHICKEN SCRATCHINGS!

I GUESS THE *CHICKENS* KNOW HOW TO *SPELL* WHERE YOU COME FROM!

LISTEN TO YOUR *SUBCONSCIOUS*! IT KNOWS!

JUG, WANNA FLY *KITES*?

ANYTHING TO DISTRACT ME FROM *TRULA TWYST*! SHE CREEPS ME OUT!

CAN YOU *IMAGINE*? HER! THINKING I! WOULD... WOULD...

JUG! *WATCH* WHERE YOU'RE GOING!

OOOF!

KLUNK!

CHARLIE BROWN, YOU *BLOCK-HEAD!!*

WELL! YOUR *SUBCONSCIOUS* WAS WORKING OVERTIME TO *ARRANGE* THIS ONE!

HUH? NOW WHAT ARE YOU...

YIKE!

I TELL YA, ARCH! SHE HAS A WAY OF *SPOILING* ALL OF LIFE'S SIMPLE *PLEASURES!*

UH, JUG!?

SNA BAR

SPLURT!

000 00 000

AI-YI-YI! I'LL NEVER *EAT* AGAIN!

SETTLE DOWN, JUG! YOU'LL BLOW A *GASKET!*

I CAN'T STOP *THINKING* ABOUT HER *THINKING* I CAN'T STOP *THINKING* ABOUT HER!

CAN WE BURY YOU IN THE *SAND?*

GO TO IT! MAYBE SHE'LL THINK I'M *DEAD* AND LEAVE ME *ALONE!*

GIGGLE! YOU KNOW WHAT YOU *BOYS* LOOK JUST LIKE?

DON'T TELL ME...

AAARG!

KOFF! KOFF!

ZOOM!

SHE'S GOT IT *WRONG*, ARCH! I DON'T THINK ABOUT HER! I THINK ABOUT *MYSELF*! ME! *JUGHEAD JONES*!

I *HEAR* YA, JUG! I *HEAR* YA!

YEAH, *RIGHT*!

SPLOOSH!

The End

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VOLLEY FOLLY

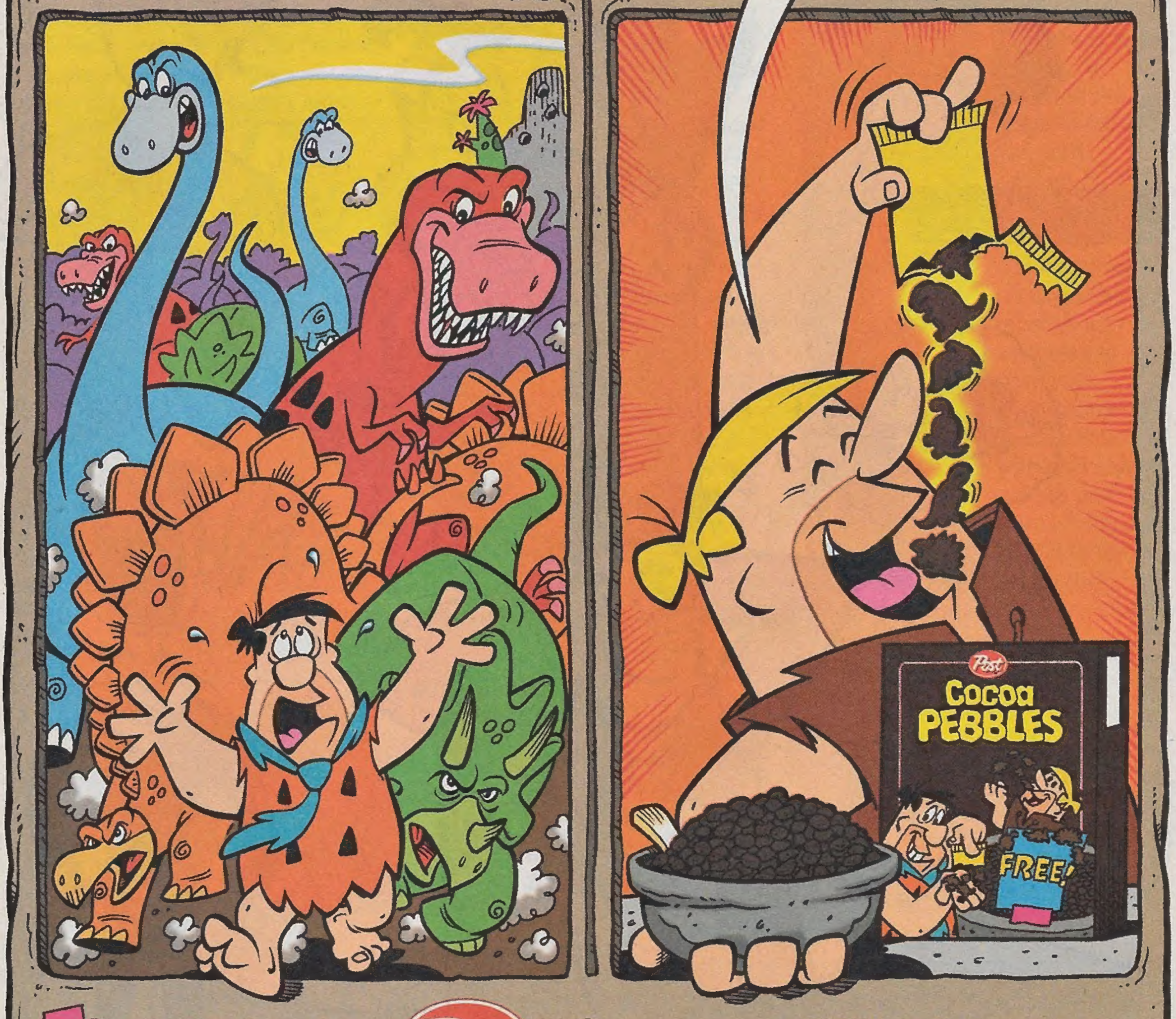
TOK!

POP'S SEA SHANTY

REX W. LINDSEY

Q: WHAT WOULD *YOU* DO IF YOU WERE FACING A STAMPEDE OF *WILD DINOSAURS?*

A: I'D **EAT** 'EM!



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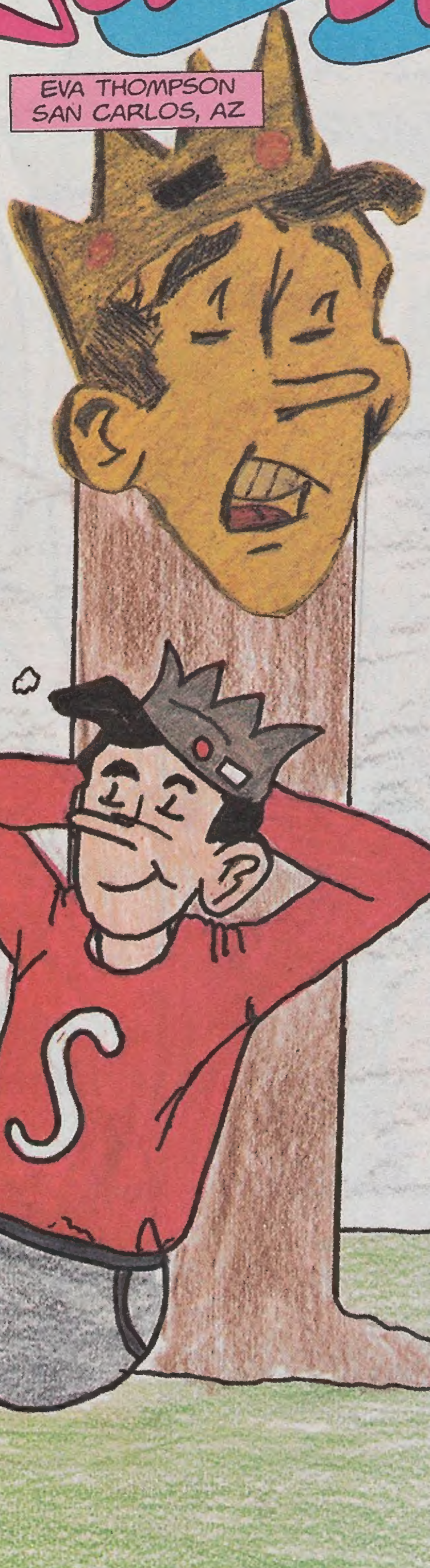

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Archie's® CLUB NEWS

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Joanna Elliot

Age 11
Warren, RI

Zebras

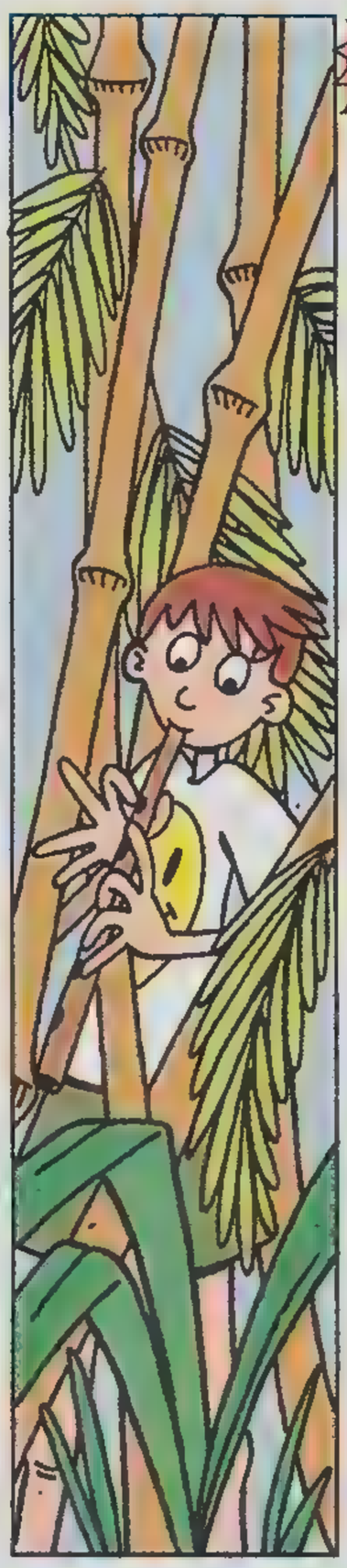
There are many kinds of horses in the world but none as exotic as the zebra! Zebras live in Africa. They have stripes. The stripes are black and white. Like horses, zebras are grazers. They eat and sleep on the wide, grassy lands called African Savannahs. There are three kinds of zebras. The most common one is Burchell's zebra. Zebras look much like horses. They spend time grazing, taking dust baths or resting. Even though they rest, they are very alert at all times. A zebra family has the same names as a horse family: mares, foals and stallions. The male zebra, or stallion, will fight for the mare, or female, zebra if he has to. A foal will spend the first year of his or her life with its mom. When it grows, it will live with a stallion if it is a mare and, if it is a stallion, it will go join a pack of other stallions. Zebras are very beautiful animals.

$5 SECOND PRIZE

Will Wood

Choctaw, OK

Bamboo



Bamboo is all things to some people and something to all people. It enriches the soil and binds the earth against raging floods and the shocks of earthquakes. It gives us tools to work with, weapons to hunt with, instruments to make music with and toys to amuse children. It also provides us with paper.

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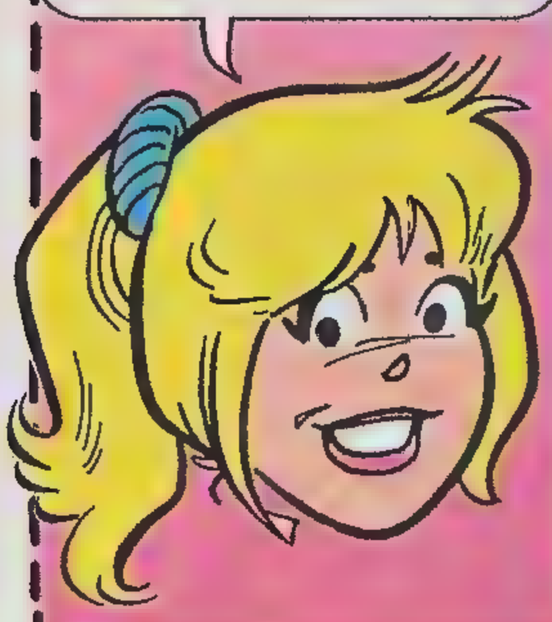

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EDITOR'S NOTEBOOK

Dear Archie Readers,

Last month I promised to keep you up to date as to the progress of the Archie Web Site. Well, in keeping with that promise, here goes....

The official launch for the Archie Web Site is September, 1997. After you've convinced your parents that you need some time on the computer, just type in **www.archiecomics.com** and this is what you'll see

Here are some of the things we are planning for the ARCHIE COMICS ONLINE site:

◆Previews of up-and-coming issues, as well as their covers for you to view.

◆Background information on all of the Archie characters as well as Cheryl Blossom, Sabrina, Josie & the Pussycats, Sonic the Hedgehog, Katy Keene and our mysterious character, The Web.

◆You'll have an opportunity to learn more about the writers, artists and everyone involved in producing your favorite comics.

◆There will be interactive games, puzzles, calendars and much more.

◆Subscription and merchandise offers will also be available.More information on ARCHIE COMICS ONLINE next month.

Until then write your letters the old-fashioned way to: Victor Gorelick, Editor, Archie Comic Publications, P.O. Box 419,Mamaroneck, NY 10543, or **E-MAIL** me at my new address **vic@archiecomics.com**.

Jughead®

the SHEMPSY SHOWDOWN

OR THE BOY WITH THE GOLDEN TASTE BUDS!

WOULD YOU CARE FOR A *FREE SAMPLE* OF SODA?

DOES A *WOODCHUCK* CHUCK?

DOG IT...

DOES A TOOTH *BRUSH*? DOES A MILK *SHAKE*? DOES A MICRO *PHONE*? DOES A FISH *BOWL*? DOES A BOARD *WALK*?

DOES A...

OKAY, OKAY! HERE'S YOUR *FREE* SODA!

AT POP'S

THIS IS A *TASTE TEST!* NOW TRY SAMPLE "B"!

GLADLY!

NOW, SIR, WHICH *SAMPLE* DO YOU PREFER?

SAMPLE "A"!

SHOWDOWN

AT POP

SAMPLE "A" IS *SHEMPSY COLA!* PROVING ONCE AGAIN THAT PEOPLE OVERWHELMINGLY PREFER *SHEMPSY* TO *KURLY KOLA!*

SHEMPSY Cola

HOW 'BOUT THAT, JUG? YOU MIGHT BE IN A *COMMERCIAL!*

SHE WAS *WRONG*, YOU KNOW!

DOG

ABOUT WHAT?

SAMPLE "A" *WASN'T* SHEMPSY! IT WAS *KURLY COLA!*

HOW DO YOU KNOW?

ARCH! THESE *TASTE BUDS* NEVER LIE! I KNOW MY *COLAS!*

MOST *PEOPLE* WOULDN'T BE SO SURE! THE *TASTES* ARE SIMILAR!

I'M NOT *MOST* PEOPLE!

SO THEY MADE AN *HONEST* MISTAKE!

I GUESS!

OR *DID* THEY?

RIVERDALE BEACH

214

THEY'RE DOING THESE *TASTE TESTS* ALL OVER TOWN!

I THINK I'LL TRY IT AGAIN AT A *DIFFERENT* LOCATION!

:SMAK! SAMPLE "B" IS *SUPERIOR!*

SO YOU PREFER *SHEMPSY* COLA!

A

B

ARCH, THIS TIME *SAMPLE "B"* WAS KURLY COLA!

THEY MIXED UP THE *LABELS* AGAIN!

OR MAYBE *EVERY* TIME! I'M GOING TO TRY A FEW MORE OF THESE *TESTS!*

I CAN'T TELL IF YOU'RE *SUSPICIOUS* OR JUST *THIRSTY!*

WE GOT SOME GOOD *FOOTAGE* FOR OUR LATEST "SHEMPSY SHOWDOWN" *TV CAMPAIGN!*

YEAH, I LIKE THIS *KID!* FUNNY FACE!

SHEMPSY Cola

214

HE LOOKS *FAMILIAR!* DIDN'T I SEE HIM ON ONE OF THE *OTHER* TESTS, TOO?

HMM! I'LL CHECK!

YOU'RE *RIGHT!* HE SHOWS UP AT SEVERAL OF THE *TESTS!*

I GUESS HE'S ANOTHER *HAPPY* SHEMPSY FAN!

THAT EXPRESSION DOESN'T LOOK *HAPPY!*

HUH... WELL, IT'S JUST A DUMB *KID!!*

OUR FRIEND HERE DRANK SO MUCH SODA, HIS BRAIN IS *CARBONATED!* LISTEN TO HIS WILD *THEORY!*

WHAT NOW?

I'M JUST SAYING... WHAT IF THE SHEMPSY PEOPLE *DELIBERATELY* MISLABEL THE DRINK IN THEIR *TEST* BECAUSE THEY KNOW PEOPLE REALLY CHOOSE *KURLY?*

JUG, YOU'RE *PARANOID!*

BUT IF IT WERE *TRUE*, THERE'D BE LOTS OF *REASONS* TO RIG THE SHOWDOWN! *MILLIONS*, IN FACT!

OH?

SODA IS A *BILLION DOLLAR* INDUSTRY! DADDY WAS READY TO BUY INTO THE *KURLY COLA* COMPANY...

BUT THIS "*SHOWDOWN*" *CAMPAIGN* HAS BEEN VERY SUCCESSFUL FOR SHEMPSY! THEY'RE GAINING ON KURLY, *SALES-WISE!*

DADDY IS WAITING TO SEE WHO'LL COME OUT ON *TOP* BEFORE HE DECIDES WHICH COMPANY TO *INVEST* IN!

SO YOU *BELIEVE* ME?

NAAAAH! I THINK YOU'RE *PARANOID!*

HA HA! EASE UP, JUG!

I DUNNO, MAYBE I'LL BRING IT UP WITH *MR. LODGE* NEXT TIME I SEE HIM!

LODGE?!

PUSH

THAT KID WITH THE FUNNY HAT COULD BE *TROUBLE!* HE KNOWS *HIRAM LODGE!*

GROAN! THAT'S ALL WE *NEED!*

SSSH! *MR. SHEMPSY* HIMSELF IS ON THE *PHONE!*

HOW'S MY "SHEMPSY SHOWDOWN" GOING? WITHOUT A *HITCH*, I TRUST!

W-WELL, MAYBE A *SLIGHT* ONE... S-SIR!

WHAT!

WELL, *SOLVE* IT! I EXPECT THIS CAMPAIGN TO MAKE SHEMPSY COLA *NUMBER ONE!* GOT ME?!

Y-YES, SIR!

MARINES

WHEW! THE PHONE IS *SMOKING!*

YOU DON'T WANT TO GET ON MR. SHEMPSY'S *BAD SIDE!*

YEAH! I'VE HEARD *TALES!*

WE'VE GOT TO FIND A WAY TO *QUIET* THAT KID!

I'VE GOT AN *IDEA!*

BUT WE'LL NEED *SOMEONE* WHO CAN KEEP AN *EYE* ON HIM!

MY COUSIN ROCCO'S OUT ON PAROLE! I'LL GIVE HIM A *CALL!*

SHEMPSY Cola

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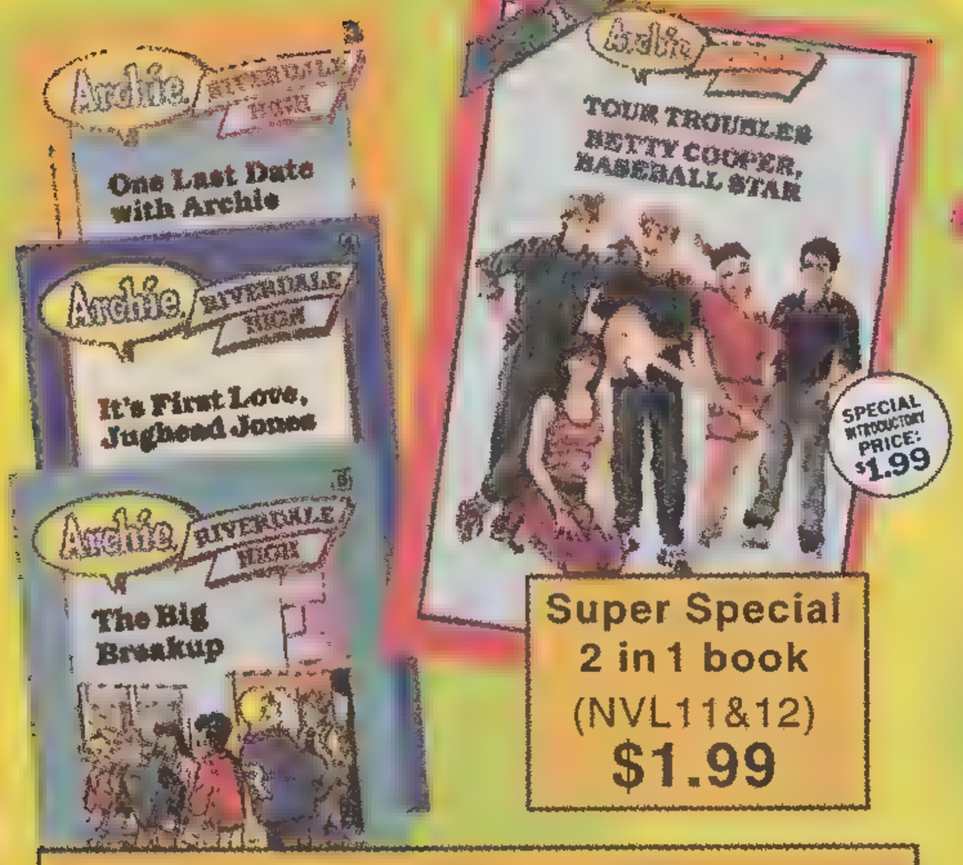

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GEE, I GUESS THEY ARE DOING THE "SHEMPSY SHOWDOWN" ALL OVER *TOWN!*

YEP! AT THE *BEACH*... IN FRONT OF THE *LIBRARY!*

IN OUR *FRONT YARD!*

WOW!

SHEMPSY

YOUNG MAN, WOULD YOU CARE TO TRY THE "*SHEMPSY SHOWDOWN?*"

WELL, AS LONG AS YOU'RE HERE!

I PREFER *SAMPLE "A"!*

YOU PICKED *SHEMPSY COLA!*

NOW WAIT A MINUTE! MY *TASTE BUDS* NEVER LIE! THIS STUFF IS *NOT*...

CONGRATULATIONS! YOU'RE THE *ONE-MILLIONTH* PARTICIPANT TO PREFER THE TASTE OF *SHEMPSY!*

I AM?

AND, AS SUCH, YOU *WIN* A FABULOUS LIST OF *PRIZES!*

SHOWDOWN

1 MILL
WINNER

1 MILLIONTH

I DO?

STARTING WITH A WONDERFUL VACATION TO *KAUAI, HAWAII!*

NO NEED TO PACK! YOUR LUGGAGE AND *WARDROBE* ARE INCLUDED!

WELL, THAT TAKES CARE OF HIM!

HE WON'T HAVE A *BAD* WORD TO SAY ABOUT *SHEMPSY* AFTER THIS!

ZOOM!

BUT JUST IN CASE, *ROCCO* WILL ENSURE THAT!

WOW! MY OWN *PRIVATE ESCORT* AND EVERYTHING!

ENJOY DA *RIDE*, KID! COMPLIMENTS OF *SHEMPSY*!

KA-KRAK!

THAT JUGHEAD HAS ALL THE *LUCK*! AND TO THINK HE WAS GOING TO ACCUSE SHEMPSY OF *CHEATING*!

WHAT?

HE WAS SPINNING A *YARN* ABOUT SHEMPSY RIGGING THEIR SHOWDOWN!

IS THAT SO?

YEAH... HE SAYS THEY *WIN* THE SHOWDOWN BY *SWITCHING* LABELS!

AND YOU DOUBT THE *BOY* WITH THE *GOLDEN TASTE BUDS*?

THIS IS *TROUBLING!* I'VE BEEN LOOKING INTO BOTH COMPANIES! MR. SHEMPSY HAS A WELL-KNOWN *TEMPER*, BUT THIS...

IS JUG IN *TROUBLE?*

BEEP! BEEP!

MR. SHEMPSY IS VACATIONING AND UNAVAILABLE!

HE'LL BE *AVAILABLE* FOR ME! *TRACK* HIM DOWN!

DADDY'S TELLING MR. SHEMPSY ABOUT JUGHEAD'S *SUSPICIONS!*

I WONDER HOW SHEMPSY WILL *REACT?*

ROAR!

CRUNCH!

NICE *SIGHTS*, EH, KID?

EH!

GREAT *FOOD*, EH, KID?

EH!

FANTASTIC *NIGHTLIFE*, EH, KID?

EH!

I DON'T GET YOU, KID! YOU'RE ON THE *VACATION* OF YOUR LIFE AND YOU ACT LIKE SOMEBODY JUST KICKED YOUR *DOG*!

⋮SIGH⋮ I'M HERE UNDER *FALSE PRETENSES*!

WHA...? WHO TOLD YOU DAT?

I WON BECAUSE I WAS THE *MILLIONTH* TO PREFER THE *TASTE* OF SHEMPSY!

YEAH... *SO*?

BUT THAT COLA I TASTED WAS REALLY *KURLY* COLA! I *KNOW* IT!

YOUR *TASTE BUDS* ARE TOO WISE FOR THEIR OWN *GOOD*, KID!

KAUAI

I'M GOING TO *CALL* MR. LODGE LIKE I WAS IN THE *FIRST* PLACE! HE'LL KNOW WHAT TO DO!

YIPES!

UAI

THE LITTLE *CREEP'S* GONNA CALL LODGE AND BLOW THE *LID* OFF DIS WHOLE THING!

⋮GROAN⋮ STUPID KID!

KAUAI

ROCCO, YOU CAN'T LET HIM MAKE THAT CALL!
I'M GOOD AT STOPPIN' PEOPLE FROM DOIN' STUFF!
KAUAI
WELL, THERE GOES PAROLE AGAIN!
:SIGH:
I'D LIKE TO SPEAK TO HIRAM LODGE! RIVERDALE!
HELLO? HMP! BAD CONNECTION!
DA WORST!
YIPE!
KAUAI
CAREFUL! YOU'RE CROWDING THE CLIFF!
I KNOW HOW TO MAKE IT LESS CROWDED!
HOLD IT!
WOW! MR. SHEMPSY HISSELF! UH... HOW...?
IT SO HAPPENS I VACATION ON THESE ISLANDS!
LET HIM GO! I'VE GOT MY OWN PLANS FOR HIM!
:GULP: ALOHA, CRUEL WORLD!
COME ON, LAD! I'M TAKING YOU BACK TO THE MAINLAND IN MY PRIVATE JET!

THAT'S THE TROUBLE WITH BEING A *TOUGH BUSINESSMAN!* EVERYONE THINKS YOU'RE A *MONSTER!*

I CHECKED INTO IT, LODGE!

IT SEEMS MY PEOPLE WERE GOING TO *SHAMEFUL* LENGTHS TO AVOID GETTING ME *UPSET!* I ASSURE YOU I HAD NO IDEA MY AGENCY WAS *RIGGING* THE SHOWDOWN RESULTS!

LET ALONE WHAT THEY HAD PLANNED FOR JUGHEAD HERE! THERE'LL BE *CHANGES* MADE!

I *BELIEVE* YOU, SHEMPSY! I'VE KNOWN YOU TO BE TOUGH AND GRUFF, BUT *HONEST!*

MY COMPANY WILL JUST *REDOUBLE* ITS EFFORTS UNTIL WE'VE REACHED THE TOP SPOT *FAIRLY!*

WE MAY DO *BUSINESS* TOGETHER YET, SHEMPSY!

JUGHEAD, PERHAPS YOU'LL ACCEPT A SMALL *TOKEN* AS AN APOLOGY!

PERHAPS!

SAY, WHO ENDED UP *WINNING* THAT COLA SHOWDOWN? *SHEMPSY* COLA OR *KURLY* COLA?

I'D SAY...

JUGHEAD DID!

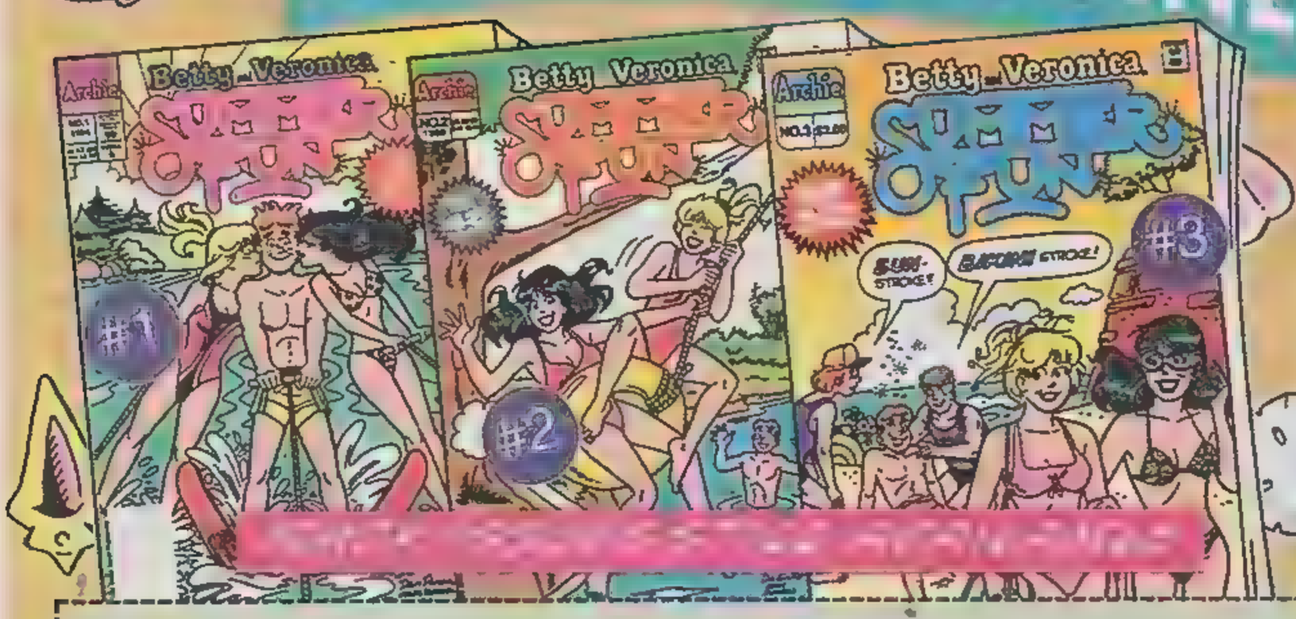
SHEMPSY

SHEMPSY

SHEMPSY

THE END

ALWAYS A WINNER!



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HAPPY BIRTHDAY, DEAR MOOSE... HAPPY BIRTHDAY TO YOU!

SNIFF! D-UH- IT'S SO NICE OF YOU GUYS TO REMEMBER!

GLADIR • GOLDBERG • LAPICK

POP! GIVE THEM EACH A LARGE CONE FROM ME!

POP'S SPECIALS TODAY SUPER BURGER FRIES

SLURP! SLURP!

D-UH, I JUST REMEMBERED SOMETHING, POP!

...TODAY ISN'T MY BIRTHDAY!

CHOCKLIT SHOPPE

MOOSE

SUPER SODA SPECIAL

END

Jughead® in HAIR CLUBBED

AARRGH! MY EYES!!

WHAT'S WITH 'EM?

THE *GLEAM* OF THE SUN OFF YOUR *SLICK* HAIR BLINDED ME!

YOU ARE *FUNNY!*

BUT WHAT'S *FUNNIER* IS THAT PILE OF LOOSE *STRAW* YOU KEEP UNDER YOUR *HAT!*

HUH?

WELL I SUPPOSE IT *IS* A LITTLE, HOW YOU SAY, *UNRULY!*

I WAS ONCE LIKE YOU!

SEEDY... *SLOVENLY*... AN OBJECT OF SCORN AND *PITY!* WHY? ALL BECAUSE OF MY "*FLYAWAY HAIR!*"

IS THAT SO?

THEN I DISCOVERED THE *MIRACLE* THAT TRANSFORMED THE SAD LITTLE *URCHIN* INTO THE ICON OF *ADMIRATION* WHO STANDS BEFORE YOU NOW!

YOU MEAN *I* COULD BE LIKE *YOU?*

PU-LEAZE! LET'S NOT SHIFT THIS *CONVERSATION* INTO THE REALM OF *SCIENCE FICTION!*

BUT IT IS *POSSIBLE* TO PASTE DOWN THAT SCRUFFY CROP OF *THATCH!*

WELL?

I DUNNO... I HESITATE TO *DIVULGE MY TRADE SECRETS!*

BUT YOU'RE AN *EMERGENCY* CASE! HERE'S THE PRODUCT! JUST PROMISE ME YOU'LL USE IT *SPARINGLY!*

...NOT APPLY IT WITH A *TROWEL* LIKE REG DOES, I GUESS!

Rx

OPEN

WHY DID I LET THAT *GOON* TALK ME INTO THIS? OH, WELL! I GUESS THAT *COWLICK* SHOULD BE TACKED DOWN!

PLEASE WASH YOUR HANDS

THANKS POP T.

MAN! THIS DOES DO THE *TRICK!* MY HAIR LOOKS LIKE A COAT OF *WET PAINT!*

THE OL' REGMEISTER REALLY HAS *SOMETHING* HERE!

YOUR *SODA*, JUG!

THANKS, POP! I...

SWISH!

SLIPP!

FLOP!

WHOOOSH!

SPLASH!

SORRY, POP! I'LL CLEAN UP THE *MESS!*

WHAT?

S-S-SLIDE!

OOF!

KLUNK!

WHAT GOT *INTO* YOU?

IT'S WHAT GOT *ON* ME! THIS *HAIR GOO!* IT DOESN'T WASH OFF MY *HANDS!*

Brillo Cream

ZLOOP!

Bubble Gum

PLOP!

?

SPLAT!

SLIP!

YEOW!

SWISH!

SLIDE!

THUD!

THUMP!

ZIP!

VIP!

WHOA!

LAST TIME I DO SOMETHING *NICE* FOR ANYBODY!

AMATEURS!

SWISH!

SLIP!

The End

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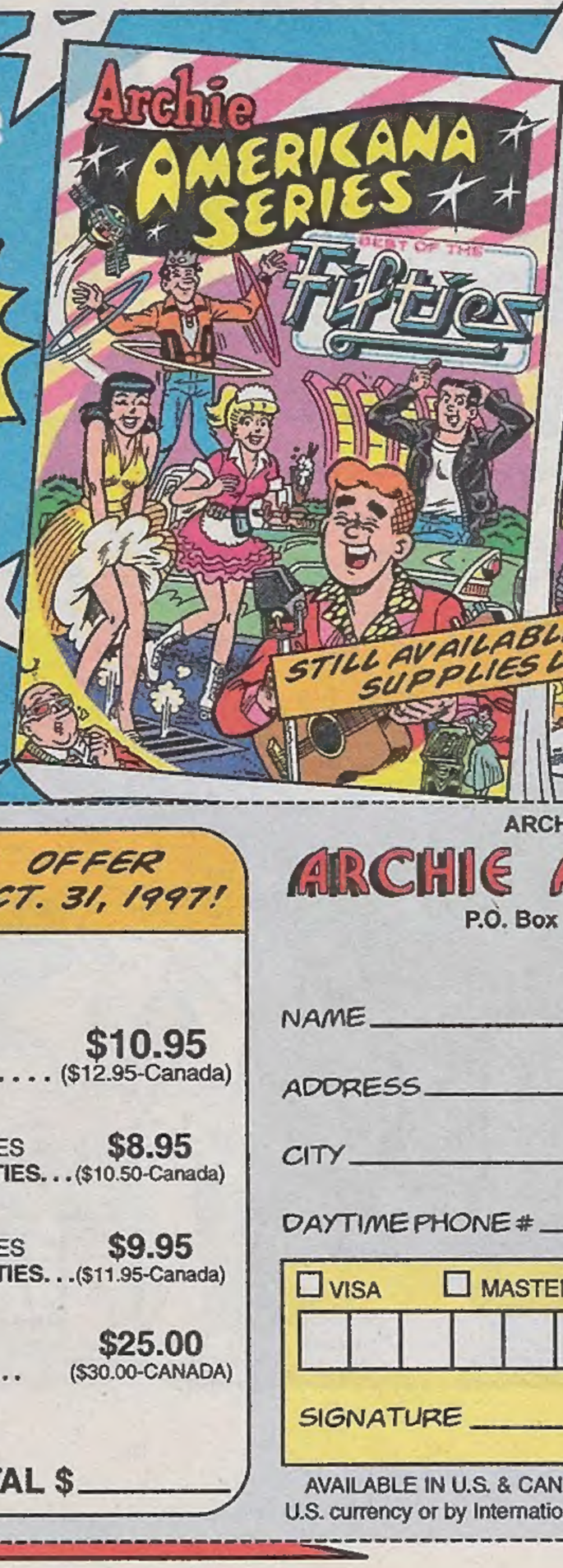

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